



# USTDA

U.S. TRADE AND DEVELOPMENT AGENCY

## Sub-Saharan Africa

Linking U.S. Businesses to  
Global Infrastructure Opportunities

[www.ustda.gov](http://www.ustda.gov)

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries.

### USTDA in Sub-Saharan Africa

For the past 30 years, USTDA has established links between African project sponsors and U.S. companies that have brought private sector solutions to development challenges. As the U.S. government's project preparation agency, USTDA has helped develop over 500 energy, telecommunications and transportation projects across the continent.

USTDA works to:

- Pilot new and innovative U.S. technologies in Africa
- Prepare projects to attract financing
- Introduce African stakeholders to U.S. expertise and best practices to develop optimal infrastructure design

### Opening Africa's Market for U.S.-manufactured Equipment

Roeslein & Associates approached USTDA to fund a feasibility study on the construction of a canning facility in Nigeria. At the time, Roeslein was looking to expand into emerging economies but the company was too small to fund a study in a country like Nigeria. As a result, USTDA supported a study to assess the financial and economic feasibility of a canning facility in Nigeria as well as the design of the facility as Roeslein contemplated building the only can making facility in Sub-Saharan Africa at that time.

Roeslein manufacturers the modular pieces in Red Bud, Illinois, about 25 miles southeast of St. Louis. Once assembled the individual can manufacturing modules are then shipped overseas and connected on-site to form a can manufacturing facility.

Ultimately, Roeslein & Associates partnered with GZ Industries, an Israeli company, along with Ex-Im Bank, to finance and construct the \$61 million facility. According to the President, Rudi Roeslein, "This project was a priority for our company and presented a real opportunity for our employees to apply their expertise and experience in establishing a world-class can manufacturing facility in Nigeria. USTDA's support served as a catalyst in moving the project forward and in providing the bankable documents necessary for the project to succeed."

This contract was able to keep 200 workers employed in Red Bud, IL while also resulting in an estimated 125 jobs created in Nigeria. The facility opened in September 2009.



Construction of canning facility in Red Bud, IL before it is shipped to Nigeria



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### Powering Africa

Power Africa is a U.S. government-led initiative that addresses one of the most pressing challenges to sustainable economic growth and development in sub-Saharan Africa: access to electrical power. The initiative provides coordinated support from the U.S. public and private sectors to add cleaner, more efficient electricity generation capacity to the continent.

USTDA's investments provide critical early-stage planning to catalyze new power generation, transmission and distribution infrastructure. These investments support all aspects of energy development and deployment, from power generation to grid modernization that can increase efficiency and improve access.

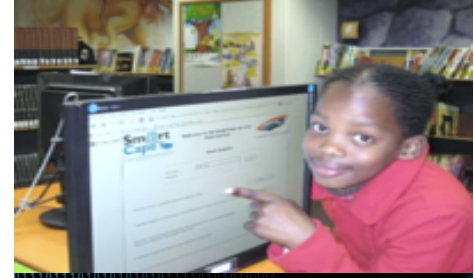
USTDA also leads the U.S.-Africa Clean Energy Finance initiative, an interagency effort to mobilize financing for promising clean energy projects across the continent.

### Powering a Hospital and Surrounding Villages

USTDA provided a grant to Amahoro Energy, a Rwandan company formed to electrify the Shyira Hospital in the rural Musanze District. The feasibility study, undertaken by a U.S. engineering firm, helped Amahoro Energy refine plans to develop a greenfield run-of-river hydropower plant and expand a small brownfield site. Amahoro Energy has secured financing for both sites, obtained a concession from the Government of Rwanda and broken ground for construction. When it comes online, the project will provide electricity to an estimated 22,500 households and businesses surrounding the hospital.

### Expanding Internet Access, Unlocking Imaginations

USTDA partnered with the City of Cape Town to develop a digital inclusion strategy. Using equipment and technology from six U.S. companies, Cape Town has extended its fiber optic backbone to the townships outside the city, providing over 60 individual building connections and over 1,500 free Wi-Fi hotspots. This project has already connected 900,000 residents to wireless internet at speeds 3,000 times faster than what was previously available. In addition to the expansion of affordable, reliable internet, the project also provided employment and training for local residents – spurring economic growth across the area.



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